



DESIGN  
EXCELLENCE  
AWARDS  
2009

## ***SNUZA WINS 2009 SABS DESIGN EXCELLENCE CHAIRPERSON'S AWARD!***

We are proud to announce that Snuzza has just been awarded the 2009 SABS Design Excellence Chairperson's Award at a function hosted by the SABS (South African Bureau of Standards) Design Institute last Thursday 29 October.

The function was held in Pretoria and was attended by dignitaries from government and industry, the crème de la crème of South Africa's product design fraternity and the media. A total of 18 South African designed products received excellence awards.

Snuzza was adjudged a well-designed improvement on existing baby monitors and a worthy recipient of the Chairperson's Award, the product deemed by the adjudicators to be the most imaginative of all the entries. Greg and his product development team were surprised and delighted at the recognition Snuzza has received, and returned to

Cape Town bearing a stunning trophy and a beaming smile! Congratulations to all of them.

link to the Design Institute's newsletter ( <https://www.sabs.co.za/index.php?page=dnewsletters> )

***The SABS Design Excellence Awards were established in 1969 and are celebrating their 40th anniversary this year. The aims of the award scheme are***

- ***To acknowledge the achievements of South African product designers;***
- ***To encourage local product design and manufacture, and***
- ***To promote international competitiveness of local products.***

***Adjudication criteria include:-***

- ***Innovation***
- ***Appearance and tactile aspects***
- ***Cost/value relationship***
- ***Ease of maintenance and installation***
- ***Performance***
- ***Design choices made in materials, manufacture and assembly***
- ***Safety and ergonomics***
- ***Environmental impact***

***The adjudication panel consisted of eminent South African designers, engineers and scientists who adjudicated all entries.***